## **ORDER**

6¥103292∳ **Orders** Order / Rev: Alt Order #: 06825819 Product Desc: NRCC IE 2012 Estimate: 2599 Flight Dates: 09/14/12 - 09/20/12 Primary AE: Amy McCreary Original Date / Rev: 06/21/12 / 07/03/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: National Media, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Ln. Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15% National Republican Congressional C Advertiser Name: Demographic: A35+ New Business Thru: Product Codes: PLI2 Order Separation: 00:15:00

Bill Plan				
Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/20/12	61	\$68,525.00	\$58,246.25

## Totals

Advertiser External ID:

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	61	\$68,525.00	\$58,246.25	0.00
Totals	61	\$68,525.00	\$58,246,25	0.00

## **Account Executives**

Priority:

Revenue Codes:

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PISSUE, GEN

Order Share	Share	Tota!
KSNV	37%	\$68,525.00
Market	100%	\$185,202.70

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$40,744.59
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$27,780.41
KTUD	0%	\$0.00
KVVU	22%	\$40,744.59
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$7,408.11

Ln	Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Spe	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/14/12	09/14/12	M-F 5-6a WakeUp \	ν/WaQiM	5-6a	F	:30	1	\$400.001	0.00 NM	1	\$400.00
				M-F 5-6a WakeUp	w/Wagners								
•	WAKE \	N/WAGNF	RS1										
	<u>Sta</u>	<u>rt Date</u> <u>I</u>	End Date	Weekdays S	Spots/Week	<u>Rate</u>	Rating						
١Λ/،	eek: 09/:	10/12 (	09/16/12	F	1	\$400.00	0.00						

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Order / Rev: Alt Order #:

Flight Dates:

103292

06825819

09/14/12 - 09/20/12

Advertiser:

Estimate:

National Republican Congressional Com

Product Desc:

NRCC IE 2012

2599

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Ln Ch	Start	End	Inventory Code		Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	09/14/1	2 09/14/12	M-F 5-6a WakeUp M-F 5-6a WakeUp	-	5-6a	F	:30	1	\$400.001	0.00 NM	1	\$400.00
	W/WAGI		·									
<u>St</u> Week: 09	<u>art Date</u> 9/10/12	<u>End Date</u> 09/16/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$400.00	<u>Rating</u> 0.00						
E 2 KSNV	/ 09/17/1	2 09/17/12	M-F 5-6a WakeUp M-F 5-6a WakeUp	_	5-6a	M	:30	1	\$400.001	0.00 NM	1	\$400.00
WAKE	: W/WAGI	NRS1	W T O Ou Wakeo	p m rvagners			÷					
<u>St</u> Week: 09	art <u>Date</u> 3/17/12	End Date 09/23/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$400.00	Rating 0.00						
E 3 KSNV	/ 09/18/1	2 09/18/12	M-F 5-6a WakeUp M-F 5-6a WakeUp	-	5-6a	-T	:30	1	\$400.001	0.00 NM	1	\$400.00
WAKE	: W/WAGI	NRS1	W-1 3-08 Wakeo	p wwwagners								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 09		09/23/12	-T	1	\$400.00	0.00						
			M-F 5-6a WakeUp M-F 5-6a WakeUp	-	5-6a	W-~	:30	1	\$400.001	0.00 NM	1	\$400.00
	: W/WAGI art Date	NRS1 End Date	Weekdays	Spots/Week	Rate	Rating						
<u>ی .</u> Week: 09		09/23/12	<u>~~W-~-</u>	<u>30013/4466K</u>	\$400.00	0.00	•					
E 5 KSN\	/ 09/20/1	2 09/20/12	M-F 5-6a WakeUp		5-6a	T	:30	1	\$400.001	0.00 NM	1	\$400.00
101012		ND04	M-F 5-6a WakeU	p w/Wagners								
	: W/WAGI art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/23/12	T	<u>opota/114eek</u>	. —	0.00						
E 6 KSNV	/ 09/14/1	2 09/14/12	M-F 6-7a WakeUp	•	6-7a	F	:30	1	\$725,001	0.00 NM	1	\$725.00
WAKE	W/WAG	NRS2	M-F 6-7a WakeU	p w/vvagners								
	tart Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 05	· · · · · · · · · · · · · · · · · · ·	09/16/12	F	1 1	*	0.00						
			M-F 6-7a WakeUp M-F 6-7a WakeU	-	6-7a	M	:30	1	\$725.001	0.00 NM	1	\$725.00
	WWAGI		101-al-day-	0	D-1-	Detter						
Week: 0	tart Date 9/17/12	End Date 09/23/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$725.00	Rating 0.00						
E 8 KSN\	/ 09/18/1	2 09/18/12	M-F 6-7a WakeUr M-F 6-7a WakeU		6-7a	-T	:30	1	\$725.001	0.00 NM	1	\$725.00
WAKE	W/WAG	NRS2	mr o ra vvalloo	p mrragnore								
-		End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 0		09/23/12	M-F 6-7a WakeUp	1 2 w/\MaGM	\$725.00 6-7a	0.00 W	.20	- 1	P705 004	0.00 NINA	4	# <b>7</b> 05.00
E 8 KOIN	/ 09/19/	12 09119112	M-F 6-7a WakeU	-	0-7 a	W	:30	1	\$725.001	0.00 NM	1	\$725.00
WAKE	E W/WAG	NRS2										
<u>S</u> Week: 0	<u>tart Date</u> 9/17/12	End Date 09/23/12	<u>Weekdays</u> w	Spots/Week 1	<u>Rate</u> \$725.00	Rating 0.00						
			M-F 6-7a WakeU	w/Wa@M	6-7a	T	:30	1	\$725.001	0.00 NM	1	\$725.00
			M-F 6-7a WakeU	p w/Wagners								
	E W/WAG tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 0		09/23/12	T	1	\$725.00	0.00						
E11 KSN	/ 09/14/	12 09/14/12	Today Show	СМ	658a-9am	F	:30	2	\$900.001	0,00 NM	2	\$1,800.00
TODA	Y SHW		Today Show									
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 0		09/16/12	F	2		0.00						
E12 KSN	V 09/17/	12 09/17/12	Today Show Today Show	СМ	658a-9am	M	:30	2	\$900.001	0,00 NM	2	\$1,800.00
TODA	Y SHW		. oddy Ollow									
_	tart Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 0		09/23/12 12 09/18/12	M	CM	\$900.00 658a-9am	0.00 -T	:30	2	\$900.001	0.00 NM	2	\$1,800.00
F 10 VOW	v 0 <i>3/</i> 10/	L 00/10/12		OIVI	บบบล-ฮสเส		.50	2	φυυυ.υυ 1	U.UU INIVI	_ 4	Ψ1,000.00

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2599

Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount Today Show **Today Show TODAY SHW** Start Date End Date Spots/Week Weekdays Rating Rate Week: 09/17/12 09/23/12 -T----\$900.00 0.00 E14 KSNV 09/19/12 09/19/12 Today Show CM 658a-9am --W----:30 2 \$900.001 0.00 NM 2 \$1,800.00 **Today Show TODAY SHW** Start Date Spots/Week End Date **Weekdays** Rate Rating Week: 09/17/12 09/23/12 --W----\$900.00 0.00 E 15 KSNV 09/20/12 09/20/12 Today Show CM 658a-9am :30 ---T---2 \$900.001 0.00 NM 2 \$1,800.00 **Today Show TODAY SHW** Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> Week: 09/17/12 09/23/12 ---T--\$900.00 0.00 E16 KSNV 09/15/12 09/15/12 Saturday Today CM 7a-9am ----S--:30 1 \$625.001 0.00 NM \$625.00 Saturday Today SATURDAY TODAY Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 09/10/12 09/16/12 ----5-\$625.00 0.00 E 17 KSNV 09/16/12 09/16/12 Sunday Today ----s CM 7a-8am :30 \$500.002 0.00 NM \$500.00 Sunday Today SUN TODAY-NBC Start Date End Date Weekdays Spots/Week Rate Rating 09/16/12 Week: 09/10/12 ----5 \$500.00 0.00 E 18 KSNV 09/16/12 09/16/12 Chris Matthews 9:30AM SM 9:30a-10a ----S :30 \$500.001 0.00 NM \$500.00 Chris Matthews SUN 9:30am CHRIS MATTHEWS Start Date End Date Spots/Week Weekdays Rate Rating 09/16/12 Week: 09/10/12 \$500.00 0.00 E 19 KSNV 09/14/12 09/14/12 News 3 at 430pm CM 430-5pm ---F--:30 \$725,001 0.00 NM \$725.00 News 3 at 4:30PM NEWS 3 Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/10/12 09/16/12 ---F--\$725.00 0.00 E 20 KSNV 09/18/12 09/18/12 News 3 at 430pm CM 430-5pm -T----:30 \$725.001 0.00 NM \$725.00 News 3 at 4:30PM NEWS 3 Start Date End Date **Weekdays** Spots/Week Rate Rating 09/23/12 Week: 09/17/12 \$725.00 0.00 E 21 KSNV 09/20/12 09/20/12 News 3 at 430pm CM 430-5pm ~~~T---:30 \$725.001 0.00 NM \$725,00 News 3 at 4:30PM NEWS 3 Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 --T---\$725.00 0.00 E22 KSNV 09/14/12 09/14/12 CM 5-630p M-F Early News ----F--:30 2 \$1,200.001 0.00 NM 2 \$2,400.00 M-F Early News NEWS 3 Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/10/12 09/16/12 ----F--\$1,200.00 0.00 E 23 KSNV 09/17/12 09/17/12 M-F Early News CM 5-630p M----:30 2 \$1,200.001 0.00 NM 2 \$2,400.00 M-F Early News NEWS 3 Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 09/17/12 09/23/12 2 \$1,200.00 0.00 E 24 KSNV 09/18/12 09/18/12 M-F Early News CM 5-630p :30 2 \$1,200.001 0.00 NM 2 \$2,400.00 M-F Early News NEWS 3 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 -T----\$1,200.00 0.00E 25 KSNV 09/19/12 09/19/12 CM 5-630p --W----:30 2 \$1,200.001 0.00 NM 2 \$2,400.00

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Alt Order #: Flight Dates: 06825819 09/14/12 - 09/20/12

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Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount M-F Early News M-F Early News NEWS 3 Start Date **End Date** Spots/Week Weekdays Rate Rating Week: 09/17/12 09/23/12 -- lai----2 \$1,200.00 0.00 M-F Early News E 26 KSNV 09/20/12 09/20/12 CM 5-630p ---T---:30 2 \$1,200,001 0.00 NM 2 \$2,400,00 M-F Early News NEWS 3 Start Date End Date Spots/Week <u>Weekdays</u> Rate Rating Week: 09/17/12 09/23/12 ---T---\$1,200.00 0.00 E 27 KSNV 09/14/12 09/14/12 M-F Jeopardy CM 630-7pm ----F--:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Jeopardy **JEOPARDY** Start Date **End Date** <u>Weekdays</u> Spots/Week Rate <u>Rating</u> Week: 09/10/12 09/16/12 ----F--1 \$1,300.00 0.00 E 28 KSNV 09/17/12 09/17/12 M-F Jeopardy CM 630-7pm M-----:30 1 \$1,300,001 0.00 NM \$1,300.00 M-F Jeopardy **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 M----1 \$1,300.00 0.00 M-F Jeopardy E 29 KSNV 09/18/12 09/18/12 630-7pm CM -T----:30 1 \$1,300,001 0.00 NM \$1,300.00 M-F Jeopardy **JEOPARDY** Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 -T----\$1,300.00 0.00 E30 KSNV 09/19/12 09/19/12 M-F Jeopardy CM 630-7pm ------:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Jeopardy **JEOPARDY** Start Date **End Date** Weekdays Spots/Week Rate Rating 09/23/12 Week: 09/17/12 --W----\$1,300.00 0.00 E 31 KSNV 09/20/12 09/20/12 M-F Jeopardy 630-7pm CM :30 1 \$1,300.001 \$1,300.00 0.00 NM M-F Jeopardy **JEOPARDY** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/17/12 09/23/12 ---T---\$1,300.00 0.00E 32 KSNV 09/14/12 09/14/12 M-F Wheel CM 7-730pm ---F--:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL-FORTNE End Date Start Date <u>Weekdays</u> Spots/Week Rate Rating Week: 09/10/12 09/16/12 --F--\$1,300.00 0.00E 33 KSNV 09/17/12 09/17/12 M-F Wheel CM 7-730pm M----:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL-FORTNE Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 \$1,300.00 0.00 E 34 KSNV 09/18/12 09/18/12 M-F Wheel CM 7-730pm -T----:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL-FORTNE Start Date **End Date** Weekdays 1 4 1 Spots/Week Rate Rating Week: 09/17/12 09/23/12 -T----\$1,300.00 0.00 E 35 KSNV 09/19/12 09/19/12 M-F Wheel CM 7-730pm --W----:30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL-FORTNE Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 1 \$1,300.00 0.00 E 36 KSNV 09/20/12 09/20/12 M-F Wheel CM 7-730pm :30 1 \$1,300.001 0.00 NM \$1,300.00 M-F Wheel of Fortune WHEEL-FORTNE Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/17/12 09/23/12 ---T---\$1,300.00 0.00 E 37 KSNV 09/19/12 09/19/12 CM 9-10pm ~~W~~--:30 1 \$3,000.001 0.00 NM \$3,000.00

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Advertiser:

National Republican Congressional Com

Product Desc:

NRCC IE 2012

KSNV

Flight Dates:

09/14/12 - 09/20/12

Estimate:

2599

Ln Ch	Start	End	Inventory Code	Break	Start/End Tir	ne Days	s l	Len Spots	Rate Pri	Rtg Type S	Spots	Amount
			Wednesday Prim	ne 9-10pm								
	'S LAW											
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09.		09/23/12	W	1	\$3,000.00	0.00						
E38 KSNV	09/14/1	12 09/14/12	Fri PR 8-9p Friday Prime 8-9	CM	8-9pm	F	=	:30	\$1,700.001	0.00 NM	1	\$1,700.00
WHO A	RE YOU	]?	riiday riiille o-9	pin								
_	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/10/12	09/16/12	F		\$1,700.00	0.00						
E 39 KSNV	09/15/1	12 09/15/12	Sat PR 10-11p	СМ	10-11pm		-S-	:30	\$1,200.001	0.00 NM	1	\$1,200.00
			Saturday Prime 1	i0-11pm								
	VU-SA-N				·							
<u>Sta</u> Week: 09	art Date	<u>End Date</u> 09/16/12	<u>Weekdays</u> S-	Spots/Week		Rating						
			NFL Football		\$1,200.00	0.00		.00	1 40 000 000	0.00.104	_	** ***
E40 NOINV	09/10/	12 09/10/12	NFL Football	СМ	1P-9PM		5	:30 ′	\$9,000.002	0.00 NM	1	\$9,000.00
NBC S	UN-FTBL	•	M E 7 COLDUN									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09	/10/12	09/16/12	s	1	\$9,000.00	0.00						
E41 KSNV	09/16/	12 09/16/12	News 3 Live in Pr	rime CM	7-10pm	~~~~	'S	:30	1 \$1,600.002	0.00 NM	1	\$1,600.00
			News 3 in Prime									
	LVE-PRI		144 1 1			·						
518 Week: 09	art Date	End Date 09/16/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$1,600,00	Rating 0.00						
E 42 KSNV		<del></del>			11pm-1135pm			-20	t #4 200 004	0.00 NA		#4 000 00
L 42 KONV	09/14/	12 03/14/12	M-F News 3 at E		i ibiii- i issbii	ı		:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NEWS	3 AT 11		Wow o de l	101011								
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					*	
Week: 09	/10/12	09/16/12	F	1	\$1,200.00	0.00						
E 43 KSNV	09/17/	12 09/17/12	M-F News 3 at El		11pm-1135pn	n M		:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
NEWC	3 AT 11		M-F News 3 at E	leven								
	art Date	End Date	Weekdays	Spots/Week	Boto	Datina						
Week: 09		09/23/12	<u>vveenuays</u> M	Spots/week	<u>Rate</u> \$1,200.00	Rating 0.00						
1-1			M-F News 3 at E	leven CM	11pm-1135pn			:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
	00, (0,	00, 10, 12	M-F News 3 at E		( ) piii   1100pii	., ••		.00	τ ψ1,200.00 τ	O.OO INIVI	'	Ψ1,200.00
NEWS	3 AT 11									ĺ		
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating				ı		
Week: 09		09/23/12	W		\$1,200.00	0.00						
E 45 KSNV	09/15/	12 09/15/12	Sa-Su News 3 at		11pm-1135pn	n	-S-	:30	1 \$1,100.001	0.00 NM	1	\$1,100.00
WKDS	NWS-AT	Г 1 1	Sa-Su News 3 at	t Eleven								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/16/12	S-		\$1,100.00	0.00						
E 46 KSNV	09/14/		The Tonight Sho		1135p-1237a		F	:30	1 \$500.001	0,00 NM	1	\$500.00
			Tonight Show			·				,,,,,,	•	,
	E SHW											
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09		09/16/12	F	1	+	0.00						
E4/ KSNV	09/17/	12 09/17/12	The Tonight Show	w CM	1135p <b>-1</b> 237a	М		:30	1 \$500.001	0.00 NM	1	\$500.00
TONIT	E SHW		Tonight Show									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/23/12	M	1	\$500.00	0.00						
<del></del>		12 09/18/12	The Tonight Sho	w CM	1135p-1237a	-T		:30	1 \$500.001	0.00 NM	1	\$500.00
			Tonight Show								•	,
	ESHW	_		_								
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 09	-	09/23/12	-T	1	\$500.00	0.00				0.00.1111		
E49 KSNV	09/19/	12 09/19/12		СМ	1135p-1237a	W		:30	1 \$500.001	0.00 NM	1	\$500.00

Totals

61

\$68,525.00

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2599

Estimate:

09/14/12 - 09/20/12

Flight Dates:

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount The Tonight Show Tonight Show **TONITE SHW** Start Date **End Date** Weekdays Spots/Week Rate Rating --W----09/23/12 Week: 09/17/12 \$500.00 0.00 E 50 KSNV 09/20/12 09/20/12 The Tonight Show СМ 1135p-1237a :30 \$500.001 0.00 NM \$500.00 **Tonight Show TONITE SHW** Start Date End Date <u>Weekdays</u> Spots/Week Rating Rate Week: 09/17/12 09/23/12 ---T---\$500.00 0.00 E 51 KSNV 09/15/12 09/15/12 Saturday Night Live CM 1130pm-1:02am ----S-:30 1 \$1,400.001 0.00 NM \$1,400.00 Saturday Night Live SAT NITE LIVE Start Date End Date **Weekdays** Spots/Week Rate Rating 09/16/12 ----S-Week: 09/10/12 \$1,400.00 0.00